Tactic #1: Long form content

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Writing a long form post

- A canonical, long form post is any post that's over 2500 words
- People usually write shorter posts because:
  - it takes less time & less effort
  - it allows them to publish more pieces
  - readers supposedly want shorter articles because of limited attention span & smaller mobile screens
- However, a long form post offers more value and allows you to have the "final word" on a topic (for example, when you create an ultimate guide)

Reasons to consider long form content:

- #1 It has better search ratings (Google assumes long articles have more information)
- #2 It generates more social shares
- #3 It's more convenient for the reader, because they don't have to go to different sources to get more information
- #4 People will spend more time on your site
- #5 It results in better reputation and authority for you

- #6 It has long term value - it will get more views long after the shorter pieces
- #7 It’s easier to collect data with a long form post - people are more willing to give you their email address in exchange of a longer article
- #8 It’s easier to promote - you can take various excerpts from it, you can promote individual sections, you can create spin-offs from each separate idea, etc.